

Clean Version Of Claims

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1. A putter head assembly, comprising:

a putter body having a toe end, a heel end and a face surface that extends from said heel end toward said toe end, wherein said face surface has a loft angle configuration that continuously varies from a positive loft angle to a negative loft angle as said face surface extends from said heel end toward said toe end;

a non-metallic insert disposed in at least a portion of said face surface, wherein said non-metallic insert conforms to the loft angle configuration of said face surface.

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2. The assembly according to Claim 1, wherein said face surface has a mid-line that extends along the center of said face surface between said heel end and said toe end.

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A2 4. The assembly according to Claim 2, wherein said mid-line of said face surface follows a curve having a radius of curvature between 54 inches and 90 inches.

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5. The assembly according to Claim 2, wherein said non-metallic insert has a varying thickness along said mid-line and varies as a function of position along said mid-line.

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7. The assembly according to Claim 1, wherein said positive loft angle is ten degrees.

A3 8. The assembly according to Claim 3, wherein said non-metallic insert has a front surface and an opposite rear surface wherein said front surface conforms to said loft angle configuration.

10. The assembly according to Claim 8, wherein said rear surface has a plurality of sections and each of said sections has its own radius of curvature.

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11. A putter, comprising:

a shaft having a first end and a second end;

a handle grip coupled to said first end of said shaft;

a putter head coupled to said second end of said shaft, said putter head

including a face surface having a toe end and a heel end, said face surface being symmetrically disposed around an imaginary mid-line that extends from said toe end to said heel end, wherein said face has a loft angle configuration that continuously varies between said toe end and said heel end;

a non-metallic insert disposed in at least a portion of said face surface, wherein said non-metallic insert conforms to the loft angle configuration of said face surface.

12. The putter according to Claim 11, wherein said mid-line follows a curve having a radius of curvature between 54 inches and 90 inches.

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13. The putter according to Claim 11, wherein said non-metallic insert has a front surface and an opposite rear surface, wherein said front surface conforms to said loft angle configuration.

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15. The putter according to Claim 13, wherein said rear surface has a plurality of sections and each of said sections has its own radius of curvature.

16. The putter according to Claim 11, wherein said non-metallic insert has a thickness that varies along said mid-line as a function of position on said mid-line.

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17. A golf club striking surface comprising:

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a contact face having a first end, a second end and an imaginary mid-line that runs down the center of said contact face between said first end and said second end, wherein said mid-line follows a curved path, having a predetermined radius of curvature, and said contact face has a loft angle configuration that continuously varies between said first end and said second end ;

an insert disposed within said contact face, wherein said non-metallic insert has a thickness along said mid-line that varies as a function of position on said mid-line.

18. The striking surface according to Claim 17, wherein said insert has a front surface and an opposite rear surface, wherein said front surface conforms to said contact face.

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20. The striking surface according to Claim 18, wherein said rear surface has a plurality of sections and each of said sections has its own radius of curvature.

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21. The striking surface according to Claim 18, wherein said rear surface follows different curves in different sections, wherein each of said curves has a different origin of curvature.

22. The striking surface according to Claim 17, wherein said insert is fabricated from an elastomeric material having a "A" Shore value of between 90 and 95.

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